

...SHOP CHULA VISTA

Although our residents have more choices than ever before, statistics show that Chula Vistans are spending less in their community than hometown shoppers in other cities. According to last year's figures, each person who lives in Chula Vista generated \$106 dollars in sales taxes—far below the county average of \$139. The numbers clearly indicate that local residents are doing some of their shopping somewhere else.

In partnership with the local Chamber of Commerce, the City's new Shop Chula Vista campaign is designed to encourage residents to spend money in their own city. Isn't it more convenient and less aggravating to shop close to home? Avoid traffic jams and save time and gas money by patronizing businesses in the community.

To help you identify the most popular shopping centers and restaurants in Chula Vista, the City put together a colorful shopping and dining guide, which is available in locations throughout the community. Pick one up and clip the Dollars for Dining coupon that offers a 20% discount at six new restaurants in the Otay Ranch Town Center—California Pizza Kitchen, King's Fish House, Panera Bread, P.F. Chang's China Bistro, Romano's Macaroni Grill and Sushiya. Hurry—the offer ends December 1.

Encourage your family, friends and neighbors to change their shopping habits. **Let's support our local businesses and protect our local services!**



Shopping Centers

Movie theaters, dining/fast food, department stores, clothing stores, specialty shops, book stores, salons and more!

Chula Vista Center

555 Broadway

Otay Ranch Town Center

Olympic Pkwy, South of EastLake Pkwy
2015 Birch Road (91915)

Shopping Plazas

Dining/fast food, specialty shops and more!

Bonita Point Plaza

Otay Lakes Rd and East H St (NWC)

Canyon Plaza

Telegraph Canyon Rd and Halecrest Dr

Chula Vista Crossings

I-805 and Main St

EastLake Design District

Otay Lakes Rd & Fenton Pkwy

EastLake Terraces

Olympic Pkwy and EastLake Pkwy

EastLake Village Center

Otay Lakes Rd and EastLake Pkwy

Shops at San Miguel Ranch

Proctor Valley Rd and Mt Miguel Rd

South Bay Marketplace

Highway 54 and Fourth Ave

Terra Nova Plaza

I-805 and East H Street

Village Walk at EastLake

EastLake Pkwy and Miller Dr

Specialty Shopping

Dining/fast food, specialty shops, hobby stores and more!

Heritage Town Center

East Palomar and Santa Rita

Third Avenue Village

Third Ave between E and H Streets

Naples Center

Naples St and Third Ave

Palomar Trolley Center

Broadway and Palomar (SWC)

Spotlight on Broadway

760 Broadway, between J and K Streets

EastLake Village Marketplace

Otay Lakes Rd and EastLake Pkwy (NWC)

Palomar Square

Palomar and Broadway (NWC)

Home Improvement/Décor

Home improvement, home décor, dining and more!

EastLake Design District

Otay Lakes Rd & Fenton Pkwy

EastLake Terraces

Olympic Pkwy and EastLake Pkwy

EastLake Village Marketplace

Otay Lakes Rd and EastLake Pkwy (NWC)

Chula Vista Crossings

I-805 and Main St

Rancho Del Rey Power Center

East H St and Paseo Del Rey

Autos/Dealerships

People's Chevrolet, McCune Chrysler Jeep Dodge, Toyota Scion of Chula Vista, Fuller Ford Honda, South Bay Motorsports

Chula Vista Auto Park

Main/Auto Park Way, (I-805 heading east)

Grocery Stores

Bonita Point Plaza

Otay Lakes Rd & East H St (NWC)

Canyon Plaza

Telegraph Canyon Rd & Halecrest Dr

EastLake Village Center

Otay Lakes Rd and EastLake Pkwy

Naples Center

Naples St & Third Ave

Palomar Trolley Center

Broadway and Palomar (SWC)

Shops at San Miguel Ranch

Proctor Valley Rd and Mt Miguel Rd

Terra Nova Plaza

I-805 and East H Street

Village Walk at EastLake

EastLake Pkwy and Miller Dr

Sunbow Plaza

Medical Center Dr and East Palomar St

Drug Stores

EastLake Terraces

Olympic Pkwy and EastLake Pkwy

EastLake Village Center

Otay Lakes Rd and EastLake Pkwy

Terra Nova Plaza

I-805 and East H Street

Around Town

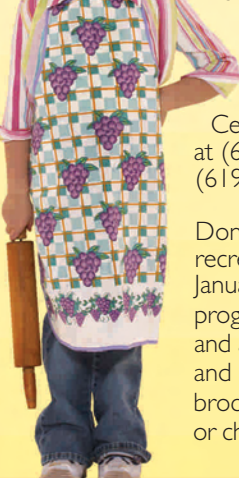
PEOPLE WITH COMPASSION

Are you looking for a different kind of volunteer experience? Consider becoming a member of CAST (Chula Vista Citizens Adversity Support Team) and sign up for the next training session, which begins January 19.

CAST is a trauma intervention program that calls upon highly trained volunteers to respond to crisis situations. These volunteers offer compassionate, supportive assistance to victims' families and survivors. This group of volunteers—on call 24 hours a day, every day of the year—receives in-depth training from emergency and medical professionals. Each member must guarantee two 12-hour shifts a month for one year. CAST members have responded to thousands of calls in the communities of Chula Vista, Bonita, and Imperial Beach. To learn more about the program, call CAST Director Emerald Randolph at (619) 691-5213.

WINTER CAMPS FOR KIDS

Keep your children active and engaged this winter at one of the City's day camps! Three recreation centers will be offering winter day camps in December and January for kids 6-12 years old. The camps include a wide variety of recreation activities—sports, arts and crafts, cooking, games and more. Veterans and Monteville parks will host winter camps the week of December 17, and Parkway will offer a mini winter camp January 2-4. Extended care is available at all three centers for an additional fee, but space is limited. For hours and more information, contact Veterans Park Center at (619) 691-5260; Monteville at (619) 691-5269; or Parkway at (619) 691-5083.



Don't forget to register for Winter recreation classes, which get underway January 14. Choose from more than 500 programs for pre-schoolers, children, teens and adults, including dance, fitness, athletics and aquatics. Look for the winter Rec brochure at the nearest recreation facility or check it out at www.chulavistaca.gov/rec.

Home 4 the Holidays



Make 2008 a *doggoned* purrfect year and participate in **Home 4 the Holidays!**

The Chula Vista Animal Facility (CVACF) is partnering with other organizations to find loving homes for orphaned animals. Kick off this special season with a visit to CVACF and find your perfect pet! The facility is located at 130 Beyer Way and is open Monday - Friday, 10 a.m. - 5 p.m. and Saturdays, 10 a.m. - 4 p.m. For info, contact (619) 476-2491. This eight-week adoption campaign begins November 5.

A TIME OF RENEWAL

Avoid penalties and long lines by renewing your business license in December, well before the January 31, 2008 deadline. This year, you have the added convenience of renewing online—at no extra cost—by accessing the City's website at www.chulavistaca.gov and clicking on "I want to: Renew My Business License." For more information about our online feature, please refer to your renewal notice, which will be arriving in the mail. To pay in person, visit the City of Chula Vista Finance Department, located at 276 Fourth Avenue. Office hours are Monday-Friday, 8 a.m. to 5 p.m.

VISIT THE SEAHORSES

Seahorses, back on exhibit at the Chula Vista Nature Center, are getting along just swimmingly! These tiny, majestic creatures of the sea are the most recent addition to the Wergeland Family Discovery Center. While the seahorses are still very young, they are members of one of the largest species and will eventually grow as long as 12 inches. Look closely—these chameleons of the deep can change color to blend into any background. The Nature Center, located along the bay at E Street, is open Tuesday through Sunday, 10 a.m. to 5 p.m.



FORECLOSURE HELP

The San Diego region's red hot real estate market has cooled. As a result, many homeowners are faced with foreclosure or balloon payments they cannot afford. What should you do if you miss a mortgage payment?

Don't make a bad situation worse by ignoring your dilemma.

Call for help. More than half of homeowners facing foreclosure did not call for help when they fell behind in their payments.

Notify the bank as soon as you realize your payment will be late.

Work it out. Depending on the situation, the lender may agree to lower the interest rate, lower the payment, or enter into a repayment agreement.

Avoid foreclosure rescue scams by calling a reputable nonprofit organization. HOPE for Homeowners is an independent resource that is part of a HUD-certified network dedicated to helping homeowners. Call 888-995-HOPE or visit www.housingcollaborative.org to get help from a certified counselor or find out when the next foreclosure prevention HOME clinic is scheduled to visit your neighborhood.



RAISING HEALTHIER KIDS

Enroll yourself and your children in a new City recreation program designed to promote healthy eating and exercise. The program, Kids in Dynamic Shape (KP KIDS), is geared towards children 5-12 years old and made possible by a one-year grant from the Kaiser Foundation Hospitals.

KP/CV KIDS, a six-week session, will be hosted by the Otay Recreation Center January 11 through February 15. Each 90-minute class includes important information about nutrition, physical activity, and behavior change education for children and their family members. To learn more, call (619) 476-5325.

Did you know?



Holiday Tree Recycling

Holiday trees can be placed at the curb on regular trash/recycling days if stands and all decorations are removed. Large trees—over 6' tall—must be cut in half. Flocked trees must be cut up and put in the regular trash.



City of Chula Vista Closures

All City offices will be closed Dec. 25-Jan. 1. The Chula Vista Nature Center will be closed Dec. 24 - Jan. 1. Please visit www.chulavistalibrary.com for library branch closures and hours.



Commemorative Gift Idea

For the holidays, you can order a commemorative brick that will be added to the patriotic "Walk of Honor" in Veterans Park. Engrave the brick with the name of a favorite military veteran, police officer or firefighter. For more information, call (619) 409-5979.



FREE Holiday Light Strand Exchange

Prior to the annual Starlight Parade on December 1, residents can exchange up to three holiday light strands for free, energy-efficient, multi-colored models. Bring a valid California ID to Memorial Park from 2:30 - 5:30 p.m.



Read the Paper Without Delivery

With a Chula Vista Library card, you can get access to full-text national newspapers and magazines free in the convenience of your own home. Go to www.chulavistalibrary.com and click on "Books, Articles & More."



Beautify Chula Vista

Close to 900 volunteers turned out for Beautify Chula Vista Day. They painted out graffiti, collected more than 3,000 pounds of trash, stenciled 80 storm drains and planted 30 trees. And they had fun doing it!

PASSPORT SERVICES AT CITY HALL



Need a passport? Make an appointment at City Hall!

This month, the City Clerk's Office began offering one-stop passport application services at a new kiosk in the main lobby, Mondays through Thursdays from 8 a.m. to noon.

These days, increased restrictions on travel require U.S. citizens to carry passports more often—even for some trips to Mexico and Canada. Until now, passport services have been offered at only one location in Chula Vista—the Post Office. The City Hall location, available by appointment only, gives applicants another convenient option.

Pick up an application at the Office of the City Clerk (276 Fourth Avenue) or download the form by visiting <http://travel.state.gov>. At City Hall, submit your paperwork, present the necessary documentation, and have your photograph taken. Charges include a \$67 federal government processing fee and a \$30 City of Chula Vista processing fee. Photographs cost \$15. Call (619) 691-5041 for more information or to make an appointment.

SEASONAL CELEBRATIONS



PAL Annual Holiday Food and Toy Drive

The Chula Vista Police Activities League (PAL) is inviting residents and community organizations to ensure a happy holiday season for underprivileged children. Canned food, new unwrapped toys, new AA batteries for toys or checks may be donated at the police station located at 315 Fourth Avenue by December 1. For more information, call (619) 691-5146.

Holiday Tree Lighting and Annual Parade

On December 1, the community is invited to celebrate the start of the holiday season at the 45th annual Chula Vista Starlight Parade. Watch the mayor's holiday tree lighting ceremony at 5:30 p.m. and immediately afterwards, enjoy one of the largest holiday parades in the county. Join the fun along Third Ave. as marching bands, festive floats, and carolers spread holiday cheer. Sponsored by the City of Chula Vista and Third Avenue Village Association, (619) 422-1982.

For more information about events in Chula Vista throughout the year, call the City's special events hotline at (619) 585-5682; or visit the City Calendar listing on the City's Web site at www.chulavistaca.gov.

Breakfast with Santa

Kids are invited to join Santa Claus for breakfast at the Otay Ranch Town Center on Saturday morning, December 1 at 9 a.m. Get your holiday shopping started while your kids are entertained with crafts, treats, music and best of all Santa! To participate, register to catalina.romero@ggp.com or by calling (619) 656-9100. The mall is located at the corner of Olympic Parkway and EastLake Parkway.

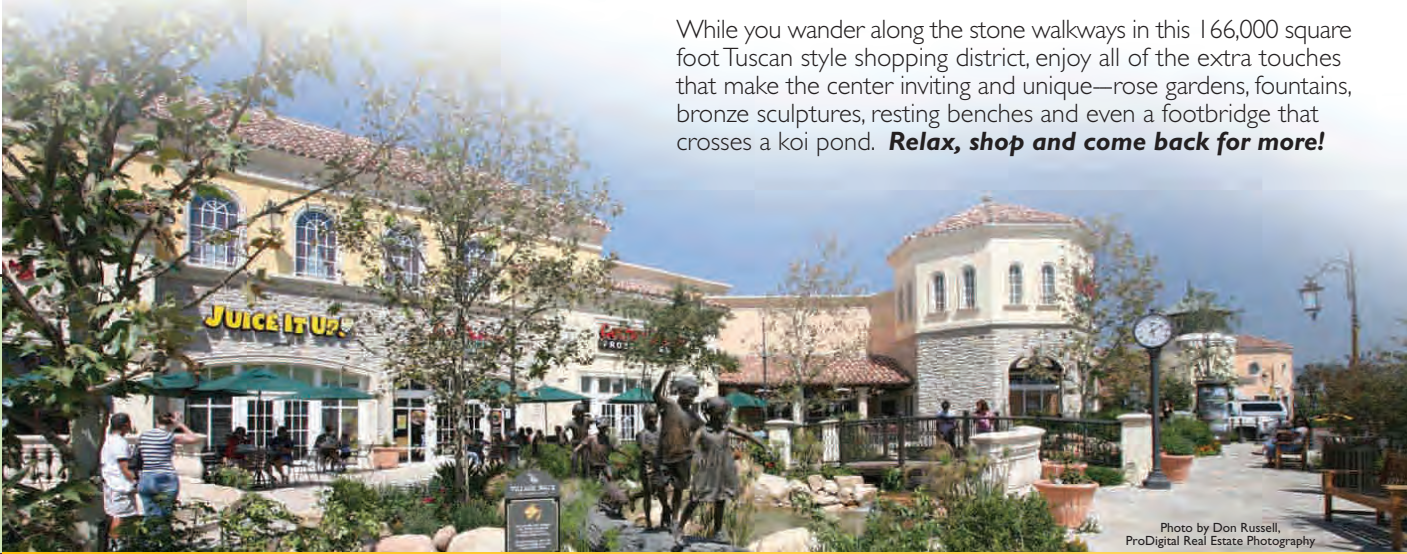
Christmas Circle

A long-standing holiday tradition—Christmas Circle—is celebrating its 50th year in Chula Vista! Walk or drive through this neighborhood decorated with displays of sparkling lights and festive ornaments. The Circle is open December 8 - 26 from 5 - 10 p.m. daily. It's located on Whitney and Mankato between First and Second Avenues, south of H Street.



SPECIAL FEATURE: Shop Talk

Village Walk at EastLake, an upscale boutique-style commercial center, is the city's newest addition to the growing number of shopping districts available to Chula Vistans. The center, at EastLake Parkway and Miller Street, offers an impressive line-up of new shops, markets and restaurants that includes Chula Vista's first **Trader Joe's** and a **Border's** bookstore. These businesses and more shape the EastLake Village shopping experience.



- Catch weekend football at **Trophy's**
- Order breakfast at the **Broken Yolk**
- Enjoy music with dinner at **Via Lago Trattoria**
- Pick up groceries at **Henry's**
- Sip a latte at the **Coffee Bean**
- Groom the family dog at **PETCO**
- Browse the displays at **Pier 1**
- Pick up a quick meal at **PeiWei** or have dinner at the **Brigantine**

While you wander along the stone walkways in this 166,000 square foot Tuscan style shopping district, enjoy all of the extra touches that make the center inviting and unique—rose gardens, fountains, bronze sculptures, resting benches and even a footbridge that crosses a koi pond. **Relax, shop and come back for more!**

Photo by Don Russell, ProDigital Real Estate Photography

CHULA VISTA SPOTLIGHT www.chulavistaca.gov



Mayor	Cheryl Cox, Mayor
Councilmembers	Rudy Ramirez John McCann Jerry R. Rindone Steve Castaneda
City Manager	David R. Garcia

NEWS FOR THE PEOPLE OF CHULA VISTA, CALIFORNIA

SPOTLIGHT

November 2007



Shop Chula Vista! There's something for everyone!

CHULA VISTA is the place to shop and dine in South County. So many exciting new stores, restaurants, markets and car dealerships are coming on-line that local consumers are overwhelmed by an abundance of choices. Buy everything you need and want—from furniture and specialty foods to clothes and computers—right here in Chula Vista. The hardest part is having to choose.

Did you know that by purchasing goods and services in local stores and businesses, you're investing in your community? A small portion of the local sales tax is allocated to the City. In fact, sales tax revenue accounts for 22% of the general fund. Those dollars help support Chula Vista's public services, which include libraries, recreation centers, the street paving program and fire and police protection.

Please see SHOP CHULA VISTA... inside.